



**Euromonitor
International**

Meals and Soups Packaging in Colombia

September 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Softening soup demand hits category as retort pouches gain ground

INDUSTRY PERFORMANCE

A flexible-led category contracts as soup demand softens

Flexible formats prove most resilient amid broad declines

Aluminium trays and rigid formats reposition around ready meals

WHAT'S NEXT?

A gentle decline masks a soup versus ready meal divergence

Health innovation, online retail and recyclable design shape the outlook

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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